

[DK] Control of the Accomplishment of the Media Agreement 2007-2010 Concerning Public Service for 2008

IRIS 2009-8:1/15

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On 8 June 2006, a Media Agreement for 2007-2010 was established between the political parties and the Government (see IRIS 2006-8: 13). According to the Agreement, the channels Danmarks Radio (DR) and TV 2 have to fulfill public service obligations. They must broadcast news, information, educational programmes, culture, art and entertainment. They must also broadcast services for blind and deaf persons and programmes for children and young people. In addition, a current dialogue with the population must be stimulated.

The accomplishment of these obligations is controlled by the Radio- og tv-nævnet (Board for Radio and TV), which is conferred with obligations of supervision regarding the radio and TV sector. The Media Agreement provides for an annual report on Public Service to be presented by each of the channels DR and TV 2 before 1 May each year. The reports for 2008 were commented upon by the Board for Radio and TV. On 10 July 2009, the Board published its Statements on the public service results accomplished in 2008 by DR and TV 2. The Statements are published on the homepage of the Styrelsen for bibliotek og medier (Managing Board for Libraries and the Media) under the supervision of the Ministry of Culture, which provides administrative assistance to the Board for Radio and TV.

The most important comments included in the Statement concerning the DR are the following: The Statement observes that the broadcast on television of Danish music, understood in a broad sense, has been remarkably augmented during 2008. The same can be said concerning TV and radio broadcasts of Danish culture, such as programmes on films, culture guides and cultural events. It also observes that DR has introduced a linguistic policy for the conservation and development of a correct and understandable Danish language, without eliminating dialects or accents. The Board notes with dissatisfaction however that programmes in foreign languages - in particular those of immigrants - have yet to be realised. The Board drew the attention of the DR to the fact that there must be a better representation of less prominent categories of sport in DR broadcasting. These categories concern every sport other than football, handball and bicycling. The broadcast time for programmes for young people must be increased in order to fulfill completely the requirements of the agreement. The Board stated that an economic plan was put into effect in 2008. However it has not been possible to

observe its effects on the quality and versatility of the programmes. The Board encouraged the DR pay attention to evaluations made by the television and radio audiences and to publish such evaluations.

The Statement concerning the report on TV 2 observes that the broadcast of Danish drama has been satisfying, but that the representation of short films and documentary films is very low and must be augmented. There have been positive developments in the services for deaf people, in the form of subtitled programmes and interpretation into deaf sign language.

The Statements will be commented upon by the DR and TV 2. Following that, the Statements and the comments will be presented to the political leaders for further deliberation.

Mediepolitisk aftale for 2007-2010

http://www.bibliotekogmedier.dk/fileadmin/user_upload/dokumenter/medier/radio_og_tv/landsdaekkende_regional/DR/public_service_dr/drspcontract_dk.pdf

Media Political Agreement for 2007-2010

DR Årsrapport 2008. Public Service redegørelse

http://www.bibliotekogmedier.dk/fileadmin/user_upload/dokumenter/medier/radio_og_tv/landsdaekkende_regional/DR/public_service_dr/DR_ps_2008/DR2008_PSRedeogrelse.pdf

DR Annual Report 2008. Public Service Report

Radio- og tv-nævnets udtalelse om DR's public service redegørelse for 2008

http://www.bibliotekogmedier.dk/fileadmin/user_upload/dokumenter/medier/radio_og_tv/landsdaekkende_regional/DR/public_service_dr/DR_ps_2008/DR_udtalelse_om_2008_final.pdf

Statement by the Board for Radio and TV Concerning the DR Report on Public Service for 2008

TV 2/Danmark A/S's public service-redegørelse for 2008

http://www.bibliotekogmedier.dk/fileadmin/user_upload/dokumenter/medier/radio_og_tv/landsdaekkende_regional/tv_2_danmark/public_service_tv2/TV_2_ps_2008/TV_2_s_public_service-redegoerelse_for_2008.pdf

TV 2/Danmark Ltd. Report on Public Service for 2008

Radio- og tv-nævnets udtalelse om TV 2/Danmark A/S's public service redegørelse for 2008

http://www.bibliotekogmedier.dk/fileadmin/user_upload/dokumenter/medier/radio_og_tv/landsdaekkende_regional/tv_2_danmark/public_service_tv2/TV_2_ps_2008/Udtalelse_om_TV_2s_public_service-redegoerelse_2008.pdf

Statement by the Board for Radio and TV Concerning the TV 2 /Denmark Ltd. Report on Public Service for 2008

